

# GAMERS VS MS

## One-Up Instruction Manual

### **NOTE:**

**THIS IS A NEW PILOT GUIDE FOR THE NEW GAMERS VS MS ONE-UP PROCESS USING TILTIFY. WE ARE EXCITED ABOUT THIS VERSION TO BETTER ALLOW INDIVIDUALS LIKE YOU TO FUNDRAISE AND RAISE AWARENESS FOR MS! IT IS NOT INTENDED TO CAPTURE ALL THAT YOU MAY NEED TO DO TO PREPARE FOR YOUR CHARITY STREAM BUT INSTEAD TO BE USED AS AN ADDITIONAL ASSET TO HELP PREPARE.**

**WE ARE SO EXCITED THAT YOU HAVE DECIDED TO DO A ONE-UP AND JOIN IN THE FIGHT TO END MS! THANK YOU SO MUCH FOR HELPING RAISE FUNDS AND AWARENESS FOR THE CAUSE. YOU ARE HELPING TO CHANGE LIVES.**

# 1

## First Steps

You're ready to create your MS One-Up stream! Here are some first steps to help you get started.



**Choose a date and time for your event**—or if you're planning a multi-day or even month-long fundraising, pick that! If you are already a streamer with a normal schedule, you should pick a day and time that fits into your normal schedule. If doing a different day, be sure to actively promote it so that people are aware it's happening! This will ensure that many of your community members are already available or used to you streaming at that time!

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**Register on our Tiltify page.** Remember it'll be under the "MS Society of Canada." Gamers Vs MS is a project for the MS Society, but the charity itself is called that! Tiltify has a lot of cool features to help customize your streaming and fundraising, so be sure to set some time aside to learn and navigate through them. It doesn't have to be too complicated -- it's your stream and you do what you feel reflects you. But these tools may help you in your goals.



Note: When naming your campaign, ensure you include "Gamers Vs MS" or "GvM" somewhere to ensure you'll be contacted about the GvM rewards!

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**Setting donation goals!** This one is always tough for people who are worried about setting it too high or low. Our opinion is: believe in yourself! There's no failing when you support charity and if you don't hit the goal you planned, you have still raised funds and awareness for a good cause!



However, if you want to ensure you hit the rewards for 2021, \$200 or more gets you a limited edition 2021 Gamers Vs MS T-Shirt, and raising \$1,000 or more gets you a limited edition 2021 Gamers Vs MS Medallion! (Canada-only for our pilot year).

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**Now that you're all set up, it's time to promote!** It's always a good idea to promote your charity stream as much as possible for maximum impact. There are a variety of ways you can do that, from posting about it on your social media—like Twitter, Facebook, or Instagram—and mentioning it during your streams leading up to the event.



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# Leading Up to the Stream

- **Change the panel at the top of your info section on Twitch** to explain that this particular stream is for charity. Put the name of the charity, and encourage donations not bits in this section.
- **Change your donate link** (in bio or commands) to your donation campaign. You may also set up a bot command and bot timer in your chat to occasionally remind people what is going on and how they can donate.
- Be sure to **add a browser source for the donation alerts**.
- A reminder to **discourage cheer bit donations**. Only the donations are expected to be donated during this time, it's up to streamers if they choose to donate any or all revenue received from cheer bits during this time.
  - To discourage bits you can change your minimum bit donation to something really high. But it's not required, only a suggestion. Be sure to turn it back down after your charity stream, though.
- Feel free to **promote the option to donate to family and friends**. While not all family and friends understand the "Twitch life" many of them will be open to donating, as you are doing the stream for an awesome cause.
- **Pre-fundraising**, that is getting donations before your stream, but adding them during your stream is a good way to hype donations and all increase the amount of funds your stream raised.
- Feel free to **post on social media leading up to your One-Up**. Ideas for posts on your social media include: reminders that the event is coming up, facts about MS and the MS Society, when you go live, part-way progress through your charity stream, etc.
- Use the hashtag **#GamersVsMS** for social media posts.
- **Incentives!** This is not a requirement but does generally help with fundraising and add to the fun of the charity stream. There are multiple ways to do incentives, though the common two are per donation of a certain amount (incentives) and then total goals (milestones) for the stream. So for example, you may have every \$10, you eat a bean boozled bean, or spin some wheel! Or for the milestone goals, you might say you want to raise \$1,000 during your stream, so you set a goal for 250, 500, 750, etc. You can do incentives however you want, for whatever amount you want, and mix & match as you want.
  - Some successful examples of incentives we have seen include eating things like bean boozled, warheads, or something you don't love. Putting on an outfit or costume for a certain goal. If you're an artist, some people do art giveaways or do a quick art doodle for every donation. And of course, feel free to think of your own and make it your own!
- We do have assets that you can use if you would like. Things like the GvM logo, a layout, or sound alerts. We will be adding and updating this over time! **You can find the resource page on the Gamers Vs MS website**
- Besides the assets, we have also included a branding guide in this manual. Please don't let this overwhelm you. This is for IF you want to use these things. **The most important thing is to raise awareness, some funds, and have fun.** Everything else is supplementary.

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## Setting Up Your Tiltify on OBS, Sounds, and More

The best part of streaming live during events like this is the live interaction. Seeing and hearing donations pop up in real time. So you want to make sure you have your Tiltify properly set-up, and while this isn't a catch-all guide for that, we hope it'll help you along.



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In your tiltify campaign, you'll see a number of tabs on the top including overview, incentives, manage, messages, and overlays! You'll want to take a few minutes to familiarize yourself with these pages and fill out which parts you think will be helpful with your campaign.



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The most important one is "overlays." This is where you set up how things will appear on your stream screen! You can of course create a "blank one" but it's best to start with "default" and build from there!



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Use "copy url" and use this URL as a browser source in OBS—or whatever program you are using—to make it appear on your stream layout! You'll see above the "add widget" function the correct dimensions to set the browser source.



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For the alert box, the default is "no sound" and a generic pop-up for every donation. You can change this by editing the alert box option and adding a sound, the volume, duration, a gif, and the minimum amount needed to activate it. We recommend picking a sound as it does add to the excitement of the stream! IF you want to use your own alerts and sounds, see the bonus section where you can add tiltify to streamlabs.



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Bonus: For those of you who want to use your own sounds for the stream, we recommend connecting your tiltify to your streamlabs account. For more on how to do this, a stream coach named Trui has a great video on this:

[youtube.com/watch?v=TOriOPKznXM](https://youtube.com/watch?v=TOriOPKznXM)

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## Charity Talking Points

- For more about Gamers Vs MS, visit [GamersVsMS.ca](http://GamersVsMS.ca) or [twitter.com/GamersVsMS](https://twitter.com/GamersVsMS)
- For more about the MS Society, tell people to visit [mssociety.ca](http://mssociety.ca)
- Canada has some of the highest rates of MS worldwide with an estimate 1 in 385 Canadians living with it.
- It most often strikes between the ages of 20 and 40, which are prime life-building, career building, or family building years.
- MS is a life-long autoimmune disease of the central nervous system.
- MS can affect everyone differently but common symptoms are: extreme fatigue, lack of coordination, weakness, tingling, vision problems, and much more.
- The funds go towards research for MS, to help end MS, as well as programs and services for those affected by MS!

In support of



Multiple  
Sclerosis  
Society of  
Canada

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## Bonus: Branding Guide

This is a bonus page! Like most things in this guide, we want you to feel you have the freedom to have fun and do the stream your way! This is just a bonus asset for those of you who may want to match the Gamers Vs MS style!



### Fonts:

**OBELIXPRO**

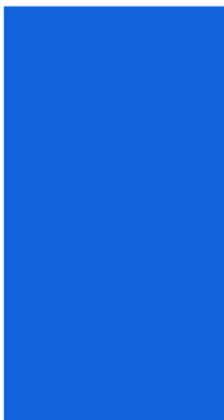
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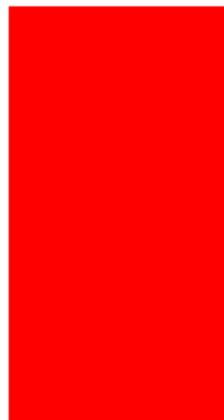
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## Questions

Leading up to your One-Up, you may have more questions and we are here to answer them! Please email or message a few days or even weeks before your event to guarantee replies!

For email [gamersvsms@gmail.com](mailto:gamersvsms@gmail.com)

For [Discord](#) messages, here are the contacts of the organizers.

**Project Director - JMBcafe#7220**

**Project Coordinator - RaediantSunburst#9810**

**Project Coordinator - BearahSarah#4618**

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